# OKLAHOMA BUSINESS BULLETIN

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COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF OKLAHOMA

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## SUMMARY OF INDICATORS

| Category | Jan. '80 | Jan. '79 | Dec. '79 | Percentage Change Jan. '80/'79 | Percentage Change 1980 Jan./Dec. '79 |
|---|---|---|---|---|---|
| **Personal Income (Monthly Average)** | | | | | |
| Unadjusted ($000,000) | 2,171 | 1,768 | 2,148 | 22.8 | 1.1 |
| Adjusted for CPI ($000,000) | 931.0 | 863.7 | 936.4 | 7.8 | -0.6 |
| **Crude Oil Production (000 bbl)** | 12,364 | 12,122 | 12,228 | 2.0 | 1.1 |
| **Industrial Power Sales (000,000 Kwh)**[a] | 626 | 589 | 600 | 6.3 | 4.3 |
| **Total Bank Deposits ($000,000)**[b] | | | | | |
| Demand | 4,069 | 3,662 | 3,967 | 10.8 | 2.3 |
| Savings | 6,647 | 6,047 | 6,485 | 9.9 | 2.5 |
| **Savings and Loan Associations ($000,000)** | | | | | |
| Assets | 5,439 | 4,912 | 5,184 | 10.7 | 4.9 |
| New Mortgage Loans Made | 43 | 68 | 56 | -36.8 | -23.2 |
| **Employment** | | | | | |
| Total Labor Force (000)[c] | 1296.2 | 1237.4 | 1301.8 | 4.8 | -0.4 |
| Total Employment (000) | 1248.6 | 1185.3 | 1256.0 | 5.3 | -0.6 |
| Unemployment Rate (%) | 3.7 | 4.2 | 3.5 | — | — |

[a] Sales of larger privately owned utility companies
[b] Total deposits of the Federal Reserve Member Banks
[c] Civilian Labor Force

## RETAIL TRADE IN SELECTED CITIES ($000)

| City | Jan. '80 | Percentage Change Jan. '80/'79 | Percentage Change '80 Jan./Dec. '79 | City | Jan. '80 | Percentage Change Jan. '80/'79 | Percentage Change '80 Jan./Dec. '79 |
|---|---|---|---|---|---|---|---|
| Ada | 11,473 | 25.8 | 6.0 | Idabel | 4,953 | 31.7 | 9.7 |
| Altus | 8,984 | 21.3 | 3.5 | Lawton | 30,522 | 20.9 | 11.6 |
| Alva | 3,565 | 19.4 | 4.5 | McAlester | 11,430 | 40.2 | 20.9 |
| Anadarko | 3,416 | 4.1 | 11.3 | Miami | 8,529 | 24.9 | 7.6 |
| Ardmore | 15,378 | 37.8 | 17.6 | Midwest City | 25,026 | 19.6 | 6.6 |
| Bartlesville | 23,114 | 40.2 | 5.5 | Norman | 26,983 | 20.8 | 7.1 |
| Blackwell | 3,844 | 51.8 | 13.4 | Oklahoma City | 229,410 | 27.9 | 10.6 |
| Broken Arrow | 12,199 | 37.8 | 25.3 | Okmulgee | 6,660 | 32.4 | 18.5 |
| Chickasha | 9,448 | 21.8 | 6.2 | Pauls Valley | 4,013 | 41.2 | 12.2 |
| Clinton | 5,937 | 35.8 | 11.9 | Pawhuska | 2,356 | 25.8 | 14.5 |
| Cushing | 5,133 | 60.7 | 20.4 | Ponca City | 14,784 | 25.2 | 6.9 |
| Del City | 8,906 | 17.2 | 9.6 | Poteau | 4,306 | 49.6 | 17.3 |
| Duncan | 14,906 | 32.2 | 14.6 | Sand Springs | 7,639 | 17.3 | 4.0 |
| Durant | 6,857 | 21.0 | 12.0 | Sapulpa | 8,123 | 37.6 | 14.4 |
| Edmond | 15,142 | 16.1 | -2.2 | Seminole | 4,854 | 51.0 | 19.2 |
| Elk City | 6,621 | 44.7 | 16.6 | Shawnee | 14,768 | 25.9 | 11.7 |
| El Reno | 6,571 | 29.4 | 14.0 | Stillwater | 14,181 | 32.1 | 28.0 |
| Guthrie | 4,183 | 17.4 | 8.7 | Tahlequah | 5,706 | 16.7 | 11.5 |
| Guymon | 4,214 | 11.6 | 1.7 | Tulsa | 207,034 | 26.0 | 4.4 |
| Henryetta | 3,807 | 19.4 | 6.2 | Watonga | 2,301 | 22.7 | 12.4 |
| Hobart | 2,090 | 23.3 | 4.7 | Wewoka | 1,898 | 55.0 | 22.8 |
| Holdenville | 2,175 | 27.2 | 7.4 | Woodward | 9,614 | 22.2 | 2.3 |
| Hugo | 3,496 | 31.6 | 6.8 | **Total Selected Cities** | 826,549 | 27.1 | 10.7 |

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.

## RETAIL TRADE AND CONSTRUCTION

| Category | Jan. '80 | Jan. '79 | Dec. '79 | Percentage Change Jan. '80/'79 | Percentage Change 1980 Jan./Dec. '79 |
|---|---|---|---|---|---|
| **RETAIL TRADE ($000)** | | | | | |
| **Durable Goods**[a] | 418,452 | 293,933 | 377,042 | 42.4 | 11.0 |
| Auto Dealers | 251,115 | 177,016 | 230,519 | 41.9 | 8.9 |
| Accessory Dealers | 38,943 | 26,075 | 29,846 | 49.4 | 30.5 |
| Total Automotive | 290,058 | 203,091 | 260,365 | 42.8 | 11.4 |
| Furniture | 35,685 | 24,490 | 31,057 | 45.7 | 14.9 |
| Household Appliances | 19,289 | 14,688 | 16,540 | 31.3 | 16.6 |
| Total Furniture and Appliances | 54,974 | 39,178 | 47,597 | 40.3 | 15.5 |
| Lumber and Building Materials | 70,464 | 40,578 | 45,412 | 73.7 | 55.2 |
| Hardware Stores | 5,496 | 4,203 | 4,485 | 30.8 | 22.5 |
| Total Lumber, Building Materials and Hardware | 75,960 | 44,781 | 49,897 | 69.6 | 52.2 |
| **Nondurable Goods**[a] | 666,544 | 575,531 | 645,387 | 15.8 | 3.3 |
| Apparel | 71,417 | 50,790 | 61,251 | 40.6 | 16.6 |
| Drug Stores | 18,114 | 21,831 | 16,017 | -17.0 | 13.1 |
| Eating and Drinking Places | 97,026 | 69,836 | 89,054 | 38.9 | 9.0 |
| Food Group | 243,259 | 216,354 | 235,356 | 12.4 | 3.4 |
| Service Stations | 66,726 | 68,568 | 73,228 | -2.7 | -8.9 |
| Department Stores, Mail Order Houses and Variety Stores | 132,807 | 87,968 | 117,833 | 51.0 | 12.7 |
| **Total Retail Trade** | 1,084,996 | 869,464 | 1,066,361 | 24.8 | 1.8 |
| **CONSTRUCTION** | | | | | |
| Private Residential Building Permits Issued | | | | | |
| Number of Units | 1,388 | 751 | 710 | 84.8 | 95.5 |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 71,500 | 62,782 | 108,407 | 13.9 | -34.0 |
| Number of Units | 1,375 | 1,606 | 2,762 | -14.4 | -50.2 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 87,636 | 35,606 | 22,994 | 146.1 | 281.1 |
| Industrial ($000) | 3,887 | 18,100 | 1,964 | -78.5 | 97.9 |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 16,513 | 91,113 | 10,796 | -81.9 | 53.0 |
| All Other Nonbuilding ($000) | 12,376 | 357,634 | 10,946 | -96.5 | 13.1 |
| Total Contract Awards ($000) | 191,912 | 483,235 | 155,107 | -60.3 | 23.7 |

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
[a]Totals include data for categories not shown in the table.

## LAWTON SMSA

| Category | Jan. '80 | Jan. '79 | Dec. '79 | Percentage Change Jan. '80/'79 | Percentage Change 1980 Jan./Dec. '79 |
|---|---|---|---|---|---|
| **Employment (Number)** | | | | | |
| Labor Force | 31,050 | 31,700 | 31,725 | -2.0 | -2.1 |
| Total Employment | 29,625 | 30,200 | 30,075 | -1.9 | -1.5 |
| Unemployment Rate (%) | 4.6 | 4.7 | 5.2 | — | — |
| **Private Residential Permits Issued** | | | | | |
| Dollar Value ($000) | 1,898 | 1,478 | 1,836 | 28.4 | 3.4 |
| Number of Units | 64 | 115 | 58 | -44.4 | 10.3 |
| **Construction Contract Awards** | | | | | |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 2,037 | 1,980 | 2,655 | 2.9 | -23.3 |
| Number of Units | 36 | 50 | 55 | -28.0 | -34.6 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 4,359 | 734 | 451 | 493.9 | E |
| Industrial ($000) | 176 | 0 | 75 | — | 134.7 |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 530 | 0 | 0 | — | — |
| All Other Nonbuilding ($000) | 458 | 0 | 19 | — | E |
| **Retail Trade ($000)** | | | | | |
| Food | 9,859 | 8,342 | 9,381 | 18.2 | 5.1 |
| Apparel | 1,632 | 1,181 | 1,022 | 38.2 | 59.7 |
| General Merchandise | 5,835 | 5,066 | 5,667 | 15.2 | 3.0 |
| Furniture | 1,741 | 1,377 | 1,668 | 26.4 | 4.4 |
| Lumber | 2,218 | 1,267 | 1,315 | 75.1 | 68.7 |
| Auto Dealers | 9,400 | 6,604 | 8,522 | 42.3 | 10.3 |
| Service Stations | 1,708 | 1,729 | 1,186 | -1.2 | 44.0 |
| All Other | 2,455 | 1,658 | 1,057 | 48.1 | 132.3 |
| Total | 34,848 | 27,224 | 29,818 | 28.0 | 16.9 |

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = exceeds 600 percent.

## ENID AND MUSKOGEE AREAS

| Category | Jan. '80 | Jan. '79 | Dec. '79 | Percentage Change Jan. '80/'79 | Percentage Change 1980 Jan./Dec. '79 |
|---|---|---|---|---|---|
| **ENID SMSA** | | | | | |
| **Employment (Number)** | | | | | |
| Labor Force | 27,475 | 25,750 | 26,825 | 6.7 | 2.4 |
| Total Employment | 25,900 | 24,875 | 26,050 | 4.1 | -0.6 |
| Unemployment Rate (%) | 5.7 | 3.4 | 2.9 | — | — |
| **Private Residential Permits Issued** | | | | | |
| Dollar Value ($000) | 1,726 | 581 | 652 | 197.1 | 164.7 |
| Number of Units | 29 | 13 | 4 | 123.1 | E |
| **Construction Contract Awards** | | | | | |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 950 | 1,136 | 2,199 | -16.4 | -56.8 |
| Number of Units | 16 | 23 | 24 | -30.4 | -33.3 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 100 | 68 | 459 | 47.1 | -78.2 |
| Industrial ($000) | 350 | 0 | 980 | — | -64.3 |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 0 | 0 | 97 | 0.0 | — |
| All Other Nonbuilding ($000) | 0 | 0 | 0 | 0.0 | 0.0 |
| Total Contract Awards ($000) | 1,400 | 1,204 | 3,735 | 16.3 | -62.5 |
| **Retail Trade ($000)** | | | | | |
| Food | 5,927 | 4,669 | 5,263 | 26.9 | 12.6 |
| Apparel | 2,589 | 1,823 | 2,168 | 42.0 | 19.4 |
| General Merchandise | 4,643 | 3,277 | 4,072 | 41.7 | 14.0 |
| Furniture | 1,971 | 1,218 | 1,618 | 61.8 | 21.8 |
| Lumber | 2,558 | 1,109 | 1,915 | 130.7 | 33.6 |
| Auto Dealers | 6,860 | 4,821 | 6,218 | 42.3 | 10.3 |
| Service Stations | 1,336 | 1,386 | 1,466 | -3.6 | -8.9 |
| All Other | 5,295 | 3,103 | 3,970 | 70.6 | 33.4 |
| Total | 31,179 | 21,406 | 26,690 | 45.7 | 16.8 |
| **MUSKOGEE MA** | | | | | |
| **Employment (Number)** | | | | | |
| Labor Force | 26,525 | 26,050 | 26,900 | 1.8 | -1.4 |
| Total Employment | 25,200 | 24,500 | 25,525 | 2.9 | -1.3 |
| Unemployment Rate (%) | 5.0 | 6.0 | 5.1 | — | — |
| **Private Residential Permits Issued** | | | | | |
| Dollar Value ($000) | 584 | 332 | 46 | 75.9 | E |
| Number of Units | 17 | 7 | 4 | 142.9 | 325.0 |
| **Construction Contract Awards** | | | | | |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 1,003 | 1,220 | 785 | 17.8 | 12.7 |
| Number of Units | 26 | 26 | 15 | 0.0 | 73.3 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 154 | 1,622 | 330 | -90.5 | -53.3 |
| Industrial ($000) | 200 | 0 | 50 | — | 300.0 |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 0 | 0 | 0 | 0.0 | 0.0 |
| All Other Nonbuilding ($000) | 306 | 0 | 13 | — | E |
| Total Contract Awards ($000) | 1,663 | 2,842 | 1,178 | -41.5 | 41.1 |
| **Retail Trade ($000)** | | | | | |
| Food | 5,802 | 5,258 | 4,890 | 10.4 | 18.5 |
| Apparel | 1,760 | 1,427 | 1,469 | 23.3 | 19.8 |
| General Merchandise | 3,052 | 2,613 | 2,645 | 16.8 | 15.4 |
| Furniture | 1,120 | 925 | 1,033 | 21.0 | 8.4 |
| Lumber | 1,576 | 972 | 861 | 62.2 | 83.0 |
| Auto Dealers | 5,540 | 3,936 | 5,025 | 40.8 | 10.2 |
| Service Stations | 1,468 | 1,507 | 1,611 | -2.6 | -8.9 |
| All Other | 3,798 | 2,759 | 2,500 | 37.7 | 51.9 |
| Total | 24,116 | 19,397 | 20,042 | 24.3 | 20.3 |

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = exceeds 600 percent.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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Center for Economic and Management Research
University of Oklahoma
Norman, Oklahoma 73019
RETURN POSTAGE GUARANTEED

CONGRESSIONAL INFO. SERVICE/SRI
7101 WISCONSIN AVENUE
WASHINGTON, D.C. 20014

| Category | Jan. '80 | Jan. '79 | Dec. '79 | Percentage Change Jan. '80/'79 | Percentage Change 1980 Jan./Dec. '79 |
|---|---|---|---|---|---|
| **OKLAHOMA CITY SMSA** | | | | | |
| **Employment (Number)** | | | | | |
| Labor Force | 401,200 | 375,700 | 401,900 | 6.8 | -0.2 |
| Total Employment | 388,400 | 361,000 | 389,800 | 7.6 | -0.4 |
| Unemployment Rate (%) | 3.2 | 3.9 | 3.0 | — | — |
| **Mortgage Loans Made ($000)**[a] | 9,435 | 19,895 | 11,006 | -52.6 | -14.3 |
| **Bank Deposits ($000,000)**[b] | | | | | |
| Demand Deposits | 1,042 | 865 | 996 | 20.5 | 4.6 |
| Time and Savings Deposits | 1,479 | 1,437 | 1,390 | 2.9 | 6.4 |
| **Private Residential Permits Issued** | | | | | |
| Dollar Value ($000) | 23,211 | 11,172 | 9,736 | 107.8 | 138.4 |
| Number of Units | 581 | 249 | 168 | 133.3 | 245.8 |
| **Construction Contract Awards** | | | | | |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 26,969 | 10,976 | 40,713 | 145.7 | -33.8 |
| Number of Units | 387 | 235 | 1,014 | 64.7 | -61.8 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 25,916 | 10,394 | 5,697 | 149.3 | 354.9 |
| Industrial ($000) | 0 | 18,000 | 52 | — | — |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 2,066 | 2,060 | 2,306 | 0.3 | -10.4 |
| All Other Nonbuilding ($000) | 4,396 | 1,774 | 3,960 | 147.8 | 11.0 |
| Total Contract Awards ($000) | 59,337 | 43,204 | 52,728 | 37.4 | 12.6 |
| **Retail Trade ($000)** | | | | | |
| Food | 107,336 | 95,540 | 105,147 | 12.4 | 2.1 |
| Apparel | 27,028 | 16,340 | 22,508 | 65.4 | 20.1 |
| General Merchandise | 59,523 | 46,318 | 52,211 | 28.5 | 14.0 |
| Furniture | 19,827 | 15,064 | 17,578 | 31.6 | 12.8 |
| Lumber | 22,354 | 15,346 | 16,071 | 45.7 | 39.1 |
| Auto Dealers | 88,675 | 63,002 | 80,433 | 40.8 | 10.2 |
| Service Stations | 18,882 | 19,374 | 20,721 | -2.5 | -8.9 |
| All Other | 43,932 | 35,516 | 31,798 | 23.7 | 38.2 |
| Total | 387,557 | 306,500 | 346,467 | 26.4 | 11.9 |
| **TULSA SMSA** | | | | | |
| **Employment (Number)** | | | | | |
| Labor Force | 310,700 | 298,400 | 312,700 | 4.1 | -0.6 |
| Total Employment | 299,300 | 286,000 | 301,400 | 4.6 | -0.7 |
| Unemployment Rate (%) | 3.7 | 4.2 | 3.6 | — | — |
| **Mortgage Loans Made ($000)**[a] | 11,182 | 19,481 | 17,384 | -42.6 | -35.7 |
| **Bank Deposits ($000,000)**[b] | | | | | |
| Demand Deposits | 867 | 759 | 851 | 14.2 | 1.9 |
| Time and Savings Deposits | 1,187 | 1,166 | 1,168 | 1.8 | 1.6 |
| **Private Residential Permits Issued** | | | | | |
| Dollar Value ($000) | 14,939 | 7,855 | 7,906 | 90.2 | 89.0 |
| Number of Units | 490 | 175 | 409 | 180.0 | 19.8 |
| **Construction Contract Awards** | | | | | |
| Residential Contract Awards | | | | | |
| Dollar Value ($000) | 13,371 | 17,835 | 34,611 | -25.0 | -61.4 |
| Number of Units | 311 | 581 | 1,070 | -46.5 | -70.9 |
| Nonresidential Contract Awards | | | | | |
| Commercial ($000) | 38,775 | 8,839 | 8,562 | 138.7 | 352.9 |
| Industrial ($000) | 3,101 | 100 | 807 | E | 284.3 |
| Nonbuilding Contract Awards | | | | | |
| Streets and Highways ($000) | 2,976 | 1,102 | 2,487 | 170.0 | 19.7 |
| All Other Nonbuilding ($000) | 1,607 | 1,103 | 1,785 | 45.7 | 10.0 |
| Total Contract Awards ($000) | 59,830 | 28,979 | 48,252 | 106.5 | 24.0 |
| **Retail Trade ($000)** | | | | | |
| Food | 78,897 | 70,509 | 71,719 | 11.9 | 10.0 |
| Apparel | 15,473 | 13,344 | 14,487 | 16.0 | 6.8 |
| General Merchandise | 38,514 | 27,796 | 31,323 | 38.6 | 23.0 |
| Furniture | 17,786 | 11,432 | 13,815 | 55.6 | 28.7 |
| Lumber | 17,890 | 10,393 | 11,614 | 72.2 | 54.0 |
| Auto Dealers | 65,300 | 46,465 | 59,235 | 40.5 | 10.2 |
| Service Stations | 15,480 | 15,904 | 16,989 | -2.7 | -8.9 |
| All Other | 38,648 | 26,253 | 30,827 | 47.2 | 25.4 |
| Total | 287,988 | 222,096 | 250,009 | 29.7 | 15.2 |

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = exceeds 600 precent.
[a]By savings and loan associations.
[b]Total deposits of the Tenth District Federal Reserve Member Banks.